



COPE
Content Performance Group

**ES WAR EIN MAL ...
DAS MÄRCHEN VON DER
RAKETENWISSENSCHAFT „STORYTELLING“**

Hana Greiner

Creative Director, COPE

Über 10 Jahre Erfahrung

im Online Marketing

Exakt-so-eine-Hunde-Mama

TikTok-gechallenged

Yoga-Aficionada



“

**Storytelling
bedeutet, Daten
mit einer Seele
befüllen.**

**Wir sind eine Fullservice
Content-Marketing-Agentur
mit 5 Spezialagenturen**

FÜR MEHR WACHSTUM
Leads & Sales

FÜR MARKETING-TRANSFORMATION VON
Organisationen

FÜR 360-GRAD-KOMMUNIKATION
Content & Distribution

 **Strategy &
Consulting**

 **Media
Network**

 **Performance
Marketing**

 **Social
Media**

 **Content
Powerhouse**

Wir helfen Unternehmen und Institutionen, **Business-Herausforderungen** zu bewältigen

GROWTH **Leads & Sales**

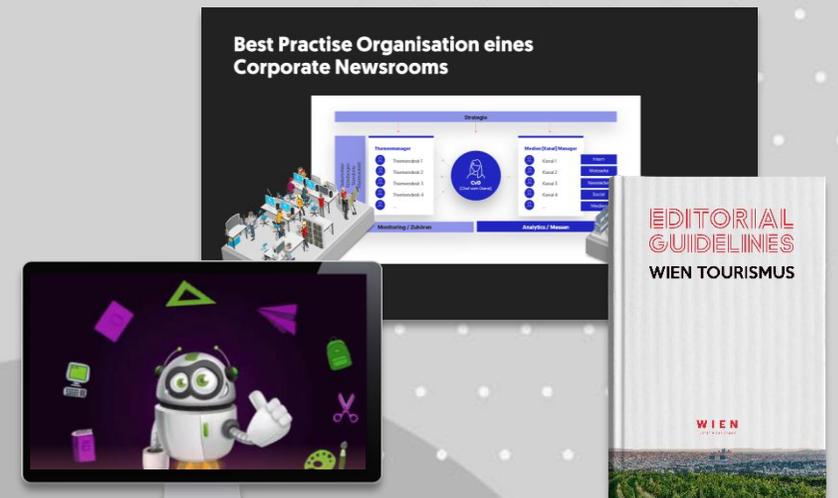
z. B. Leads für kelag oder Daikin,
E-Commerce-Umsatz für kika & Leiner oder
Henkel Professional Care

COMMUNICATION **Content & Distribution**

z. B. 15 Jahre Active Beauty, 6 Jahre A1 Business
Magazin, 6 Jahre voestalpine Mitarbeiter:innen-
Magazin, digitaler Content für +120 Marken und
+2.700 Kampagnen

MARKETING TRANSFORMATION **Zielgruppen**

z. B. Strategie und Prozesse für WienTourismus,
Recruiting Offensive für RedMail auf TikTok,
Tool-Evaluierungen zur Steigerung der
Kooperation in dezentralen Units

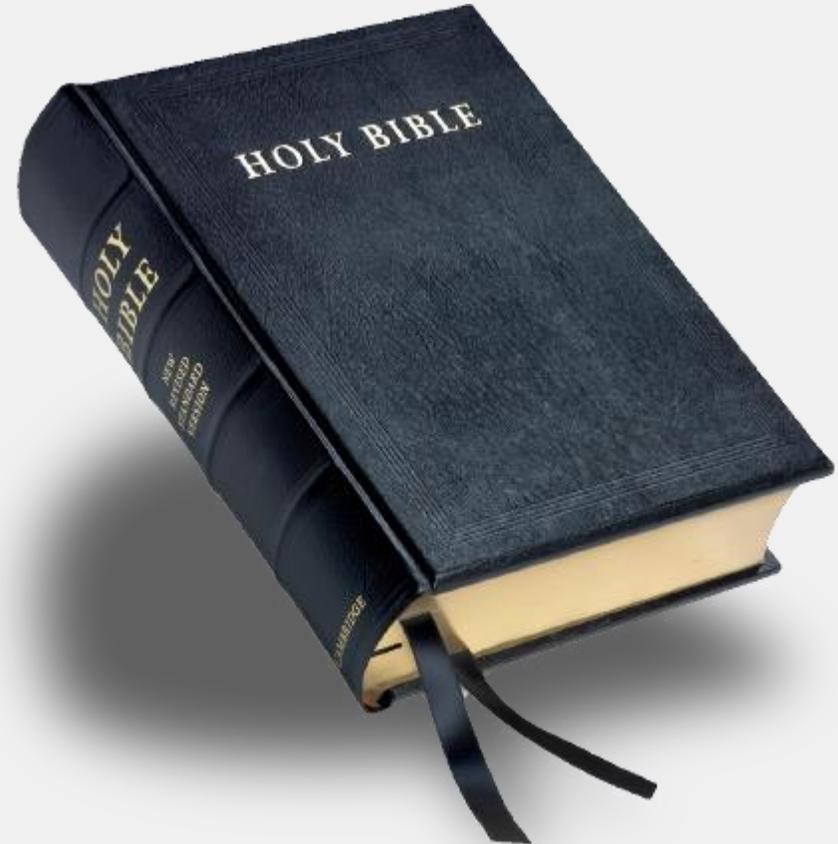


**Storytelling.
Ja eh.**

Storytelling ist verdammt mächtig

- Milliardenschwerer Großkonzern
- Über 1,38 Milliarden Follower:innen weltweit
- Zigfache Verticals
- Über 4,5Mrd Euro Vermögen in AT

Alles ausschließlich auf Basis von Storytelling.



Wir lieben Geschichten.

Shocking. I know.

Bisnode

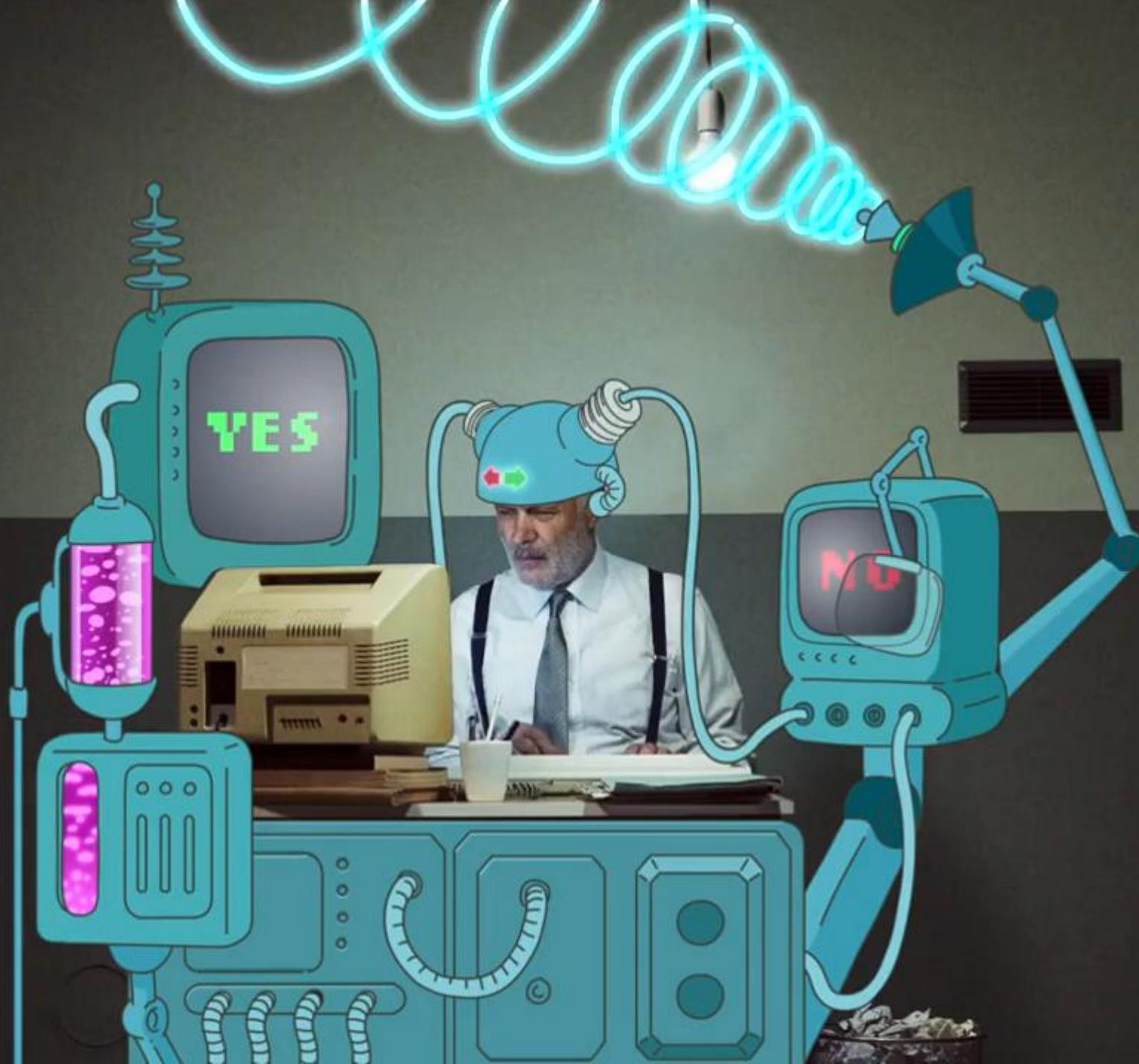
Bisnode ist eine Wirtschaftsauskunftei. Der Sitz des Unternehmens befindet sich im US-amerikanischen Jacksonville in Florida. Der Konzern beschäftigte Ende 2017 etwa 4.900 Mitarbeiter und betreute über 150.000 Kunden.

Zukunftsorientierte Unternehmen auf der ganzen Welt setzen in puncto kategoriedefinierende Daten und analytische Erkenntnisse auf Bisnode. Bisnode nutzt End-to-End-Lösungen als Basis für erfolgreiche Strategien und intelligente Maßnahmen.

Damit leistet Bisnode einen zentralen Beitrag zu den wichtigsten Initiativen dieser Unternehmen und macht den Unterschied, wenn es um Umsatz- und Margensteigerung, Risikominimierung und Compliance geht.

Der stetig wachsende Datenbestand von Bisnode zeichnet sich durch eine immense Anzahl an detaillierten, vielfältigen und präzisen Geschäftsdaten aus.

LINK



Wir merken uns Dinge besser, wenn wir sie erleben können.

Diverse Studien, etwa aus der Hirnforschung, zeigen, dass Informationen besonders gut und bereitwillig aufgenommen werden, wenn dabei mehrere Sinne einbezogen werden.

Nicht nur Hören oder Sehen, sondern auch das Herz und damit die emotionale Ebene.

Eine bildhafte Sprache, ein lebhafter Erzähler, viele eindrückliche Emotionen – all das begünstigt, dass wir uns noch lange und gerne an das Gehörte erinnern. Und meist auch davon weitererzählen.

**Gretchenfrage:
Wie komme ich zu meiner Story?**

Gute Stories sind

Einfach

Strukturiert

Wirksam

Einfach

„For sale: baby shoes, never worn“

„Jaws in space“

„Booking für Privatpersonen“

Gute Geschichten denken für die Zielgruppe mit:

Was wissen sie schon, was müssen wir ihnen erzählen?

Einfach

Beispiel: Hitchcock's Suspense



Einfach

Reduktion sticht Komplexität: Reduzieren Sie Ihre Story, bis sie in max. 20 Sekunden erzählt ist.

Dann erhalten Sie die **Essenz.**

Strukturiert

Stories SIND Strukturen.

Und folgen Regeln.

Pixar - 22 rules of storytelling

(bzw. zwei davon):

#5: Simplify. Focus. Combine characters. Hop over detours. You'll feel like you're losing valuable stuff but it sets you free.

#7: Come up with your ending before you figure out your middle. Seriously. Endings are hard, get yours working up front.

Strukturiert

Stories SIND Strukturen.

Und folgen Regeln.

Es war einmal...

Jeden Tag ...

Eines Tages aber ...

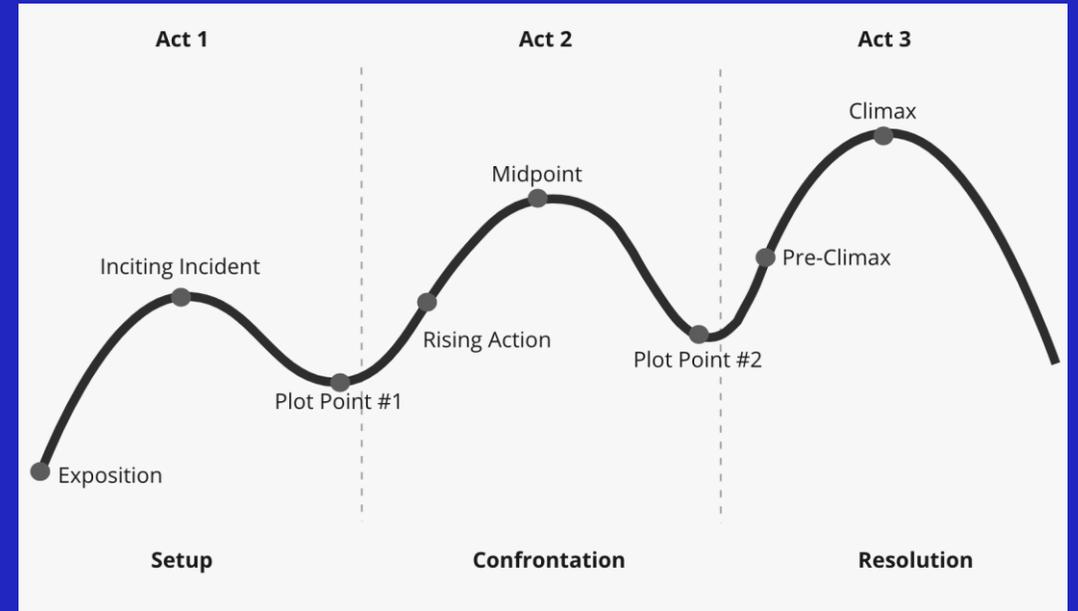
Und dann ...

Bis endlich ...

Strukturiert

Stories SIND Strukturen.

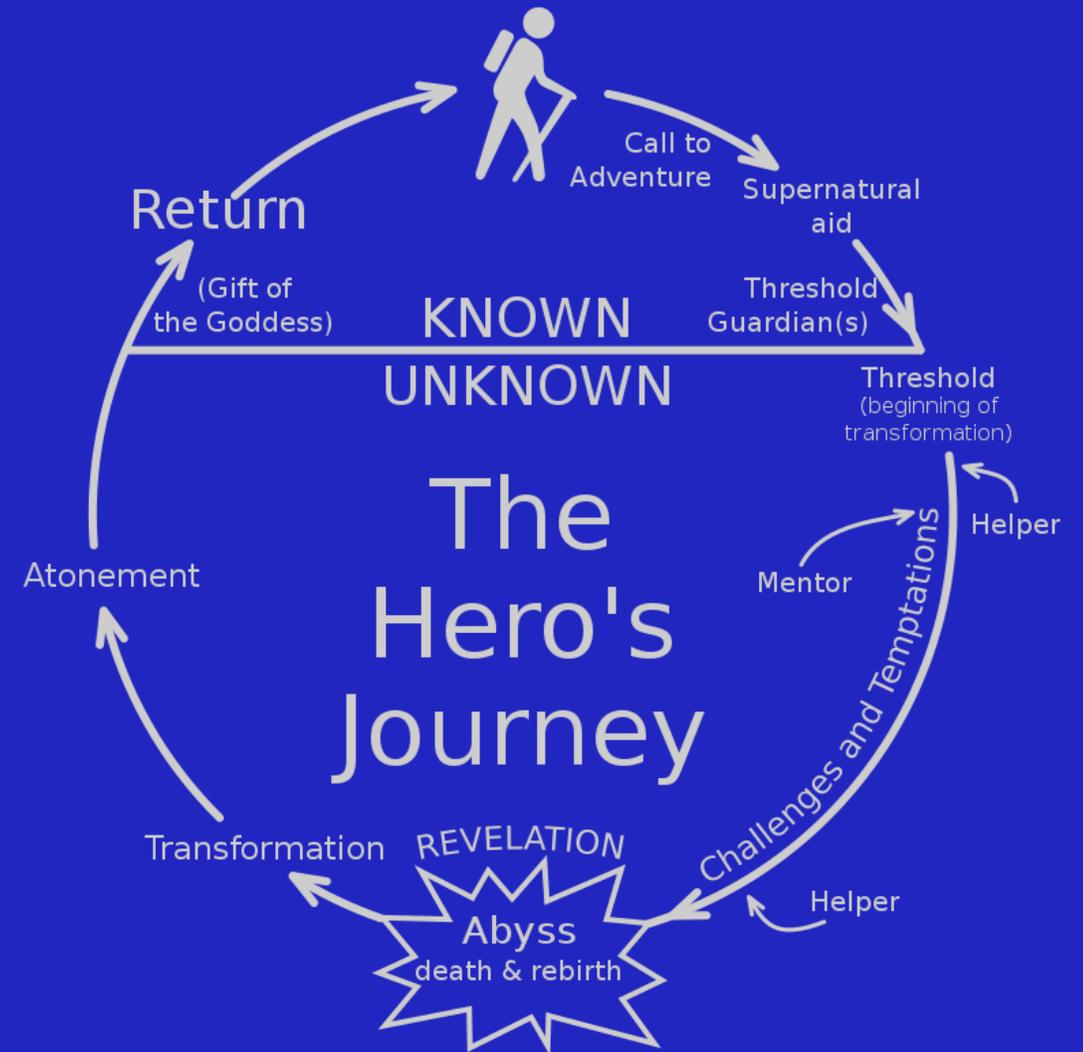
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Strukturiert

Stories SIND Strukturen.

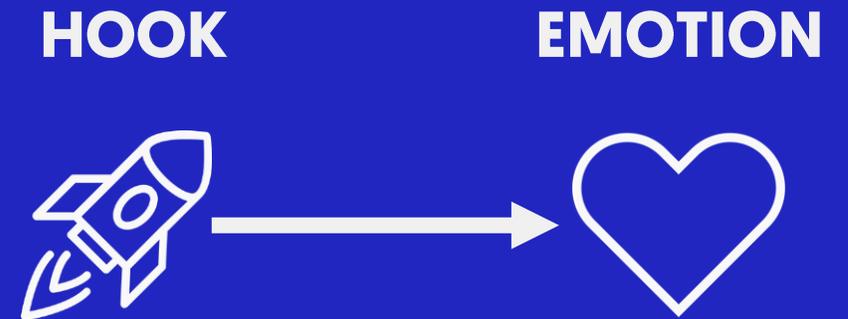
Und folgen Regeln.



Strukturiert

**Aber neue Medien
verlangen neue Strukturen.**

Je simpler desto gut.





07:56 LTE

ranking filter Suchen

1
2
3
4
5
6
7
8
9
10



89.641
1808
8680
865

Chewing gum ranking

Joyyy · Vor 4 T.

seid ehrlich 10/10 Einteilung #comedy #fyp #fy #fürdich

Kommentar hinzufügen ... @ 😊 🎁



Folge ich Für dich

und im Biologieunterricht Kreide holen war?

JOSISCHREIBT

37122
813
1429
133

Josi

Marie ist einfach anders als die anderen 🙄👉👈 #feminismus ... mehr

Home Freund*innen + Posteingang 2 Profil

Wirksam



“

Eine Story ist eine Reise, die den Zuhörer bewegt. Ist sie gut, verändert sie Überzeugungen. Ist sie großartig, veranlasst sie die Zuhörer, etwas zu tun. Ist sie genial, bringt sie die Zuhörer dazu, die Welt zu verändern.

- Thomas Pyczak

Wirksam

Storytelling ohne Zielrichtung ist Kunst. Kein Marketing.

WAS



WEM



WARUM



Was Hubspot sagt... (und mein Senf dazu)

Storytelling Do's and Don'ts	
Don't	Do
Use jargon or business-speak	Use visuals to show your ideas 
Focus too much on yourself or your brand	Know your audience
 Leave plot holes	Outline your plot and core message
Make your characters too perfect	Be honest
 Skim over the details	Go deep
Sell your CTA too hard	Make it useful
Overcomplicate the story	Leave room for imagination

Der wichtigste Tipp aus der Praxis:

**Wer gute Stories erzählen will,
muss erst mal gut **zuhören**.**

Cases Cases Cases

redmail

Storytelling schafft mehr.



Kärntens...

Niederösterreichs...

Osttirols...

Steiermarks...

Wiens...

Guten Morgen Helden

Was passiert, während die Welt noch schläft

Redmail schöpft volles Social Potenzial aus

LINK



SpermidineLIFE



spermidine

Storytelling geht auch ohne Video.



Scanwood.

Designed in Denmark.
Made by nature.



Scanwood.

Designed in Denmark.
Made by nature.



Scanwood.

Designed in Denmark.
Made by nature.



Scanwood.

Designed in Denmark.
Made by nature.





**Thank you
for smoking.**

Smiden & Son. Undertakers.

global

5 501

Janury. Protein. Whatever.

Can't be bothered this month? Neither can we.



SURREAL





THE SYNDICATE

NOVEMBER 2015

THE SYNDICATE

The syndicate is a powerful force in the world of organized crime, and its reach is global. It is a network of individuals and organizations that work together to control the flow of goods and services across the world.

At the heart of the syndicate is a network of individuals and organizations that work together to control the flow of goods and services across the world. This network is often hidden from the public eye, but its influence is felt in every corner of the globe.

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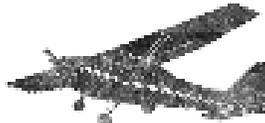
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THE EVER-CHANGING LOGISTICS OF DRUG SMUGGLING

NOVEMBER 2015

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THE SYNDICATE

In the 1980s, a kilo of cocaine might have cost \$1,000 to produce, but today it can cost as little as \$100.

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WANTED: DEAD OR ALIVE

NOVEMBER 2015

A wanted man is on the loose, and the search for him is intense. The man is believed to be involved in a major crime, and his capture is a top priority for law enforcement.

Would you rather have a grave in Colorado than a jail cell in the U.S.?



The wanted man is on the loose, and the search for him is intense. The man is believed to be involved in a major crime, and his capture is a top priority for law enforcement.

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Within days, Ray's head is \$500,000 price on their heads.

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München: Hobbit und Gefährten verursachen Millionenschäden



Not so famous last words

Machen Sie Storytelling nicht komplizierter als es ist.

Wie können Sie Ihre Marke jemandem so erzählen, dass ihr Gegenüber etwas fühlt?

That's it.

Buchtipp

„Tell me!
Wie Sie mit Storytelling überzeugen“

Thomas Pyczak





Lust gemeinsam Geschichte(n) zu schreiben?

Hana Greiner
Creative Director

+43 676 871 970 953
Hana.greiner@copegroup.com

Hainburger Straße 33, 1030 Wien
copegroup.com





Content Performance Group



Hainburger Straße 33, 1030 Wien

Gadollaplatz 1, 8010 Graz

copegroup.com

hello@copegroup.com | +43 1 60 117-0